



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 549623 /		<u>Alt Order #</u>
<u>Product</u> Mayor		
<u>Contract Dates</u> 09/24/12 - 11/04/12		<u>Estimate #</u> 318
<u>Advertiser</u> McAdams/D/Mayor		<u>Original Date / Revision</u> 06/05/12 / 06/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-64		
		<u>Total Ratings</u> 211.50
<u>IDB#</u> 682	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Love Communications  
 546 South 200 West  
 Salt Lake City, UT 84101-2304

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/24/12	11/04/12	M-F 530a-6a	530a-6a		:30				NM	12	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$125.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				2	\$125.00	1.50			
Week:		10/08/12	10/14/12	MTWTF--				2	\$125.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$125.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				2	\$125.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				2	\$125.00	1.50			
N 2	13	09/24/12	11/04/12	M-F 6a-7a	6a-7a		:30				NM	6	\$1,800.00
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Week:		09/24/12	09/30/12	MTWTF--				1	\$300.00	2.00			
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N 5	13	09/24/12	11/04/12	M-F 7a-8a	7a-8a		:15				NM	12	\$1,800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

<u>Contract / Revision</u> 549623 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/24/12 - 11/04/12	<u>Product</u> Mayor	<u>Estimate #</u> 318
<u>Advertiser</u> McAdams/D/Mayor		<u>Original Date / Revision</u> 06/05/12 / 06/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount																																																																																																		
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<b>Totals</b>										211.50		99	\$30,300.00																																																																																																		

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	17	\$6,300.00	\$5,355.00
10/01/12 - 10/28/12	66	\$20,200.00	\$17,170.00
10/29/12 - 11/04/12	16	\$3,800.00	\$3,230.00
<b>Totals</b>	<b>99</b>	<b>\$30,300.00</b>	<b>\$25,755.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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# Buy Detail Report

Revision #: 0

Date: 5/8/2012

Client: Ben McAdams for Salt Lake County Mayor

Estimate: 318

Vendor: KSTU-TV

Send Billing To: Love Communications

Media: TV

Description: Ben McAdams TV

5020 West Amelia Earhart Dr.

546 S. 200 W

Product: Mayor

Flight Start Date: 9/24/2012 05:00 AM

Salt Lake City, UT 84116

Salt Lake City, UT 84101

Market: Salt Lake City-Ogden

Flight End Date: 11/4/2012 04:59 AM

Contact: Jeff Brudner

Phone: 801-519-8880

Primary Demo: Adults 25-64

Survey: Nov11 DMA Nielsen Live+7

E-Mail: jeff.brudner@fox13now.com

Phone: 801-536-1305 801-856-1611 C

Separation between spots: 30

Buyer: Peggy Conway

Phone: 801-536-1305 801-856-1611 C

Fax: 801-519-8884

Fax: 801-536-1334

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks							Total Spots	Adults 25-64	Rtg/CPP
KSTU-TV														
1	MTuWThF 5:30a-6:00a Fox 13 Good Day Utah 5:30am	EM	\$125.00	30	2	2	2	2	2	2	2	12	1.5	
2	MTuWThF 6:00a-7:00a Fox 13 Good Day Utah 6am	EM	\$300.00	30	1	1	1	1	1	1	1	6	\$83.33 2.0	
3	MTuWThF 6:00a-7:00a Fox 13 Good Day Utah 6am	EM: 15	\$150.00	15	2	2	2	2	2	2	2	12	\$150.00 2.0	
4	MTuWThF 7:00a-8:00a Fox 13 Good Day Utah 7am	EM	\$300.00	30	1	1	1	1	1	1	1	6	\$75.00 1.5	
5	MTuWThF 7:00a-8:00a Fox 13 Good Day Utah 7am	EM: 15	\$150.00	15	2	2	2	2	2	2	2	12	\$200.00 1.5	
6	MTuWThF 8:00a-9:00a Fox 13 Good Day Utah 8am	EM: 15	\$150.00	15	1	1	1	1	1	1	1	6	\$100.00 1.5	
7	MTuWThF 5:30p-6:00p Fox News at 530P	EN	\$300.00	30	1	1	1	1	1	1	1	6	\$100.00 1.5	
8	MTuWThF 5:30p-6:00p Fox News at 530P	EN:1 5	\$150.00	15	1	1	1	1	1	1	1	6	\$200.00 1.5	
9	MTuWTh 9:00p-10:00p Fox News at Nine	LN:1 5	\$500.00	15	2	2	2	2	2	2	2	12	\$100.00 3.5	
10	Tu 7:00p-8:00p Glee	PT	\$2,500.00	30	1	0	1	0	1	0	0	3	\$142.86 6.5	
11	Sa 7:00a-9:00a Good Day Utah Weekend Edition - Saturday	EM: 15	\$125.00	15	1	1	1	1	1	1	1	6	\$384.62 2.0	
12*	Su 7:00a-9:00a Good Day Utah Weekend Edition - Sunday	EM: 15	\$125.00	15	1	1	1	1	1	1	1	6	\$62.50 2.0	
													\$62.50	



# Buy Detail Report

Revision #: 0 Date: 5/8/2012

<b>Client:</b> Ben McAdams for Salt Lake County Mayor	<b>Estimate:</b> 318	<b>Vendor:</b> KSTU-TV	<b>Send Billing To:</b> Love Communications
<b>Media:</b> TV	<b>Description:</b> Ben McAdams TV	5020 West Amelia Earhart Dr.	546 S. 200 W
<b>Product:</b> Mayor	<b>Flight Start Date:</b> 9/24/2012 05:00 AM	<b>Contact:</b> Jeff Bruderer	<b>Phone:</b> 801-519-8880
<b>Market:</b> Salt Lake City-Ogden	<b>Flight End Date:</b> 11/4/2012 04:59 AM	<b>E-Mail:</b> jeff.bruderer@fox13now.com	<b>Fax:</b> 801-519-8884
<b>Primary Demo:</b> Adults 25-64	<b>Survey:</b> Nov11 DMA Nielsen Live+7	<b>Phone:</b> 801-536-1305 801-856-1611 C	
<b>Separation between spots:</b> 30	<b>Buyer:</b> Peggy Conway	<b>Fax:</b> 801-536-1334	

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24	10/1	10/8	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
KSTU-TV												
13	Su 9:00p-10:00p	LN:1 5	\$500.00		15	1	1	1	1	1	6	3.0
	Fox News at Nine											
	Total Spots:											99
	Total GRP/GIMP(Mil):											211.5
	Total CPP/CPM:											\$143.26
	Total Cost:											99
	\$30,300.00											

Signature: \_\_\_\_\_

Disclaimer: